

Market #16

TITL vs PM

Brand	Size	TITL	PM	Diff.
# Carlton	R-F	2.3	1.2	+1.1
# Carlton	K-FM	3.9	3.7	+0.2
# Carlton	K-F	4.4	3.8	+0.6
# Maruella	K-FM	4.4	3.6	+1.0
# Maruella	K-F	5.8	5.1	+0.7
# King Jeans	K-FM	7.4	6.1	+1.3
# King Jeans	K-F	7.9	6.5	+1.4
Iceberg 100	100	8.8	8.7	+0.1
Full Moon & Sun Mild	K-FHP	9.0	9.0	0.0
Perce & Co. Soft	R-F	9.0	9.2	-0.2
Jeans	K-F	9.2	8.9	+0.3
Jeans 100	100	9.4	9.2	+0.4
Perce & Co. Mild	K-FSP	9.9	9.4	+0.5
# Jango	K-FC	10.5	10.3	+0.2
# Valley Mouth	K-FM	10.7	10.7	0.0
# Multiple Mouth	K-FMC	11.1	10.0	+1.1
# Jolie	K-F	11.2	10.9	+0.3
Vento	K-F	11.3	10.6	+0.7
# Free Mental	K-FM	11.5	11.6	-0.1
Overall Avg.		8.3	7.8	0.5
NOT Vent.		9.7	9.5	0.2
* Vent. lated		7.3	6.6	0.7

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